

# **ANNUAL EEO PUBLIC FILE REPORT**

**WMVP(AM)**

**August 1, 2013**

**(Period covered: 7/16/12 – 7/15/13)**

## **I. INTRODUCTION AND GENERAL POLICY**

This Annual EEO Public File Report covers the equal employment opportunity efforts of WMVP(AM) (“WMVP”) for the one-year period from July 16, 2012 through July 15, 2013. This report will be placed in WMVP’s public inspection file and posted on its website as of August 1, 2013.

Sports Radio Chicago, LLC, licensee of WMVP, has a longstanding commitment to a policy of equal employment and advancement opportunities for all employees and applicants for employment without regard to race, religion, color, gender, sexual orientation, national origin, age, marital status, covered veteran status, mental or physical disability, pregnancy, or any other basis prohibited by state or federal law. This commitment to fair employment practices applies to every aspect of the employment process to ensure that equal consideration is extended to all employees and applicants in recruitment, selection procedure, employee development, performance evaluation, promotions, transfers, benefits, and other aspects of employment.

It is WMVP’s policy to promote the realization of equal employment opportunity through a positive, continuing program of specific recruitment, outreach, hiring, promotion and other practices designed to ensure the full realization of equal employment opportunity.

## **II. RESPONSIBILITY**

John Cravens, Vice President and General Manager of WMVP, is the EEO officer responsible for the administration and implementation of WMVP’s equal employment opportunity program and the accuracy of the information about WMVP documented in this report.

## **III. JOB-SPECIFIC RECRUITMENT AND POSITIONS FILLED**

During the reporting period of 7/16/12 to 7/15/13, WMVP filled two (2) job vacancies, both of which were widely publicized in accordance with the FCC’s EEO rules. The individual positions, and the recruiting methods utilized to fill the vacancies, were as follows:

1. **Account Executive:** This position was open on 5/31/12 and filled on 8/13/12. To fill the vacancy, WMVP utilized the following recruitment methods:

- 1) E-mailed the job vacancy to an ABC Radio Chicago list of almost seventy (70) local organizations, including universities and professional, minority, and women's organizations;
- 2) Posted the position on The Walt Disney Company website, for external access;
- 3) Posted the position on the ESPN website, for external access; and
- 4) Posted the position on the internal (employee) hub, available to all Disney and ESPN employees.

Seven (7) people were interviewed for this position. The hired candidate learned of the position on ESPNCareers.com. Referral sources of the other candidates interviewed were as follows: ESPNCareers.com (5); WMVP(AM) Employee Referral (1).

2. **Executive Assistant:** This position was open on 4/30/12 and filled on 9/9/12. To fill the vacancy, WMVP utilized the following recruitment methods<sup>1</sup>:

- 1) E-mailed the job vacancy to an ABC Radio Chicago list of almost seventy (70) local organizations, including universities and professional, minority, and women's organizations;
- 2) Posted the position on The Walt Disney Company website, for external access;
- 3) Posted the position on the ESPN website, for external access; and
- 4) Posted the position on the internal (employee) hub, available to all Disney and ESPN employees.

Nine (9) people were interviewed for this position. The hired candidate was referred by a WMVP employee. Referral sources of the other candidates interviewed were as follows: ESPNCareers.com (6); Internal Candidate (1); Industry Referral (1).

#### IV. LONG-TERM RECRUITMENT INITIATIVES

WMVP is committed to performing at least four of the long-term EEO recruitment initiatives set forth in the FCC's EEO rules within a two-year period. During the one-year period from July 16, 2012 through July 15, 2013, WMVP participated in the following long-term recruitment initiatives:

1. **Participation in Job Fairs** – WMVP participates in various job fairs throughout the year by staffing a table at the event with company personnel responsible for hiring decisions, distributing information about careers in radio, encouraging attendees to go to school and participate in internships, answering questions about the different departments at the radio stations, collecting résumés for distribution to appropriate station hiring managers, soliciting applications, and informing attendees of current job postings at the stations.

During this reporting period, WMVP attended the following job fairs:

Name of Job Fair	Date of Job Fair	Station Personnel Who Attended *	Title
National Career Fairs, Chicago Job Fair	1/23/13	Adam Delevitt *	Program Director, WMVP-AM
		Holly Smith *	Local Sales Manager, WMVP-AM
		Anabel Roda	Executive Assistant, WMVP-AM
AbilityLinks Virtual Job Fair	6/24/13 to 6/28/13	This job fair is held online.	Anabel Roda, Executive Assistant, WMVP-AM, posted the open Local Sales Manager position (which has still not been filled) online in this virtual job fair. Any candidates interested in applying for the position or seeking more general career advice would have been referred to Mike Fowler, the station's Senior Director of Sales and the hiring manager for the open position.

\* These individuals have hiring responsibilities for full-time and/or part-time employees at WMVP-AM.

2. **Sponsorship of Job Fair** – WMVP was a media sponsor of the National Career Fairs' Chicago Job Fair on January 23, 2013. In addition to attending the event, WMVP also helped promote the event by running on-air announcements twice every day for two weeks prior to the event. WMVP also posted the job fair information on its website to help inform the public of the event.

3. **Internship Program** – WMVP continues to offer college and university undergraduates the opportunity to learn the day-to-day process and workings of a radio station for school credit. The station recruits interns through a notice on its website as well as outreach by the station to various area schools. The internship typically lasts approximately 10 weeks, depending on the schools' requirements and students' availability. Participants work an average of 15 hours per week. Interns are assigned to a department, based on their career interests, but they are also exposed to other departments within the station, allowing them to see the different opportunities available to them in the radio industry.

WMVP had forty-one (41) interns during the reporting period of 7/16/12 to 7/15/13.

Over the years, many of the WMVP interns have gone on to secure full-time and part-time positions within the company and/or other radio stations. For example, one former WMVP intern is an on-air host of WMVP's midday show. Other former WMVP interns have been able to secure full or part-time positions as Board Operator, Distribution Assistant, Producer, Production Director, Research Consultant, Writer/Editor, and Operations Manager.

4. **Educational Outreach (Career Days/School Visits)** – During the reporting period, WMVP personnel represented the station at various schools within the Chicagoland area and spoke to the students about pursuing career opportunities in broadcast radio generally and at WMVP in particular. In each case, the representative discussed the different departments within the radio station and what kind of education and experience are necessary to break into the business and be successful. At times, WMVP employees also arranged for groups of students to visit the stations so they could see first-hand how a radio station runs. Afterwards, the students met with various personnel who spoke about their particular departments, as well as the many different career paths available in radio broadcasting.

The eighteen (18) educational career events/programs, in which WMVP employees participated this year, are listed below.

<b>WMVP Representative &amp; Title</b>	<b>Date Visited</b>	<b>Name of School/Organization</b>	<b>City and State</b>	<b>Type</b>
Ray Flores, Reporter	9/27/12	Columbia College Chicago	Chicago, IL	Guest speaker at Introduction to Radio course. He spoke to the students about job opportunities in sports broadcasting and what they should do if interested in pursuing a career in Radio.

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Ray Flores, Reporter  Carmen DeFalco, On-Air Host	9/29/12	Columbia College Chicago	Chicago, IL	Guest speakers at the Annual High School & College Radio Conference. They advised the students on how to prepare for a career in sports radio broadcasting and what it takes to be a successful Reporter/On-Air Host in a highly competitive industry.
Dave Juday, Anchor/Reporter	10/20/12	Illinois Center for Broadcasting (a nationally accredited school that offers a 10- month, intensive, hands-on program covering all aspects of radio and television broadcasting), Lombard Campus	Lombard, IL	Panelist at the school's Career Day. He shared his insight on how one can pursue a career in sports broadcasting and also fielded questions from the students about what they need to do to get a foot in the door.
Adam Delevitt, Program Director	10/18/12	Maine East High School	Park Ridge, IL	Guest speaker at the school's broadcasting class. He spoke to the students about his role at ESPN Chicago and the Programming side of the business. He also gave advice on what the students need to do on their demo so that they can stand out from the rest of the crowd.
Dave Juday, Anchor/Reporter	11/2/12	Associated Collegiate Press & College Media Association	Chicago, IL	Guest lecturer at the 91st Annual National College Media Convention. He spoke to the attendees about career opportunities in Sports Radio Broadcasting & Play-by-Play.
John Hurni, Chief Engineer	11/17/12	Elmhurst College	Elmhurst, IL	Student tour of ESPN Chicago radio station. The students, majoring in Music Business, were given a tour of the station and were informed of the various types of jobs and functions at the radio station, including the technical/engineering side of the business.

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Fred Huebner, On-Air Host	12/4/12	South High School	Downers Grove, IL	Participation in the school's career fair, where he spoke to the students about careers in sports broadcasting and his position at ESPN Chicago. He also played some of his reports/updates off his iPad so the students could listen to his work.
Nick Friedell, Reporter	1/12/13	Illinois Center for Broadcasting, Lombard Campus	Chicago, IL	Participation in a sportscasting seminar, advising the students about writing sports updates and columns and how to become successful as a sports writer.
Sarah Spain, Host/Anchor/Writer	2/10/13	Northwestern University	Evanston, IL	Keynote speaker at the National Girls & Women Sports Day round table discussion event. As a woman, she offered advice to the female students on how to forge their career through what has historically been a male- dominated field.
Melissa Isaacson, Columnist	2/14/13	DePaul University	Chicago, IL	Student tour of ESPN Chicago radio station. The students in the sports writing class were given a tour of the studios and then Melissa Isaacson spoke to them about careers in radio and broadcasting and how one can go about pursuing a career in the industry. Afterwards, the students had a Q&A session with two of ESPN Chicago's afternoon hosts and their producer.
John Cravens, General Manager	4/5/13	Indiana University	Bloomington, IN	Panelist in the school's Communications Conference. He spoke to an audience of students interested in careers in media and informed them of the many opportunities out there not just in radio broadcasting but in the broadcasting industry in general.

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Adam Delevitt, Program Director	4/19/13	Bradley University	Peoria, IL	Guest speaker at the school's broadcasting class. He spoke to the students about his career at ESPN Chicago and what kind of experience and education is required to become a successful Program Director in a large market such as Chicago.
Tim Weaver, Account Executive	5/8/13	DePaul University	Chicago, IL	Panelist in the school's Careers in Sports Marketing and Management event, where he spoke to the students about the sales side of the sports broadcasting industry and what it entails to become a successful seller.
John Jurkovic, On-Air Host	5/14/13	Hanover Central High School	Cedar Lake, IN	Guest speaker during the school's Career Day. He spoke to the football team as well as other students about his football career and how important it is to get an education so that one can move forward after playing football. He also advised the students on how to pursue a career in sports broadcasting and answered questions about his position as On-Air Host on ESPN Chicago.
Sarah Spain, Host/Anchor/Writer	5/16/13	Lake County High Schools	Lake County, IL	Featured speaker at the Lake County High Schools Sports Banquet where she told the student athletes about the road she had to take to get where she is now. She then offered advice on what the students should do if they are interested in pursuing a career in sports

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Nick Friedell, Reporter	5/28/13	Illinois Center for Broadcasting, State Street Campus	Chicago, IL	Guest speaker at a class for broadcasting students. He spoke to the students about his position at ESPN Chicago and ESPNChicago.com, its challenges, and how one can pursue a career as a sports reporter.
Jonathan Hood, On-Air Host  Ray Flores, Reporter  Chris Bleck, Producer	6/6/13	Illinois Center for Broadcasting, State Street Campus	Chicago, IL	Guest speakers at the school's Sports Broadcasting Seminar. They reviewed cover letters and resumes and shared advice on how to get into sports broadcasting and what one must do to be successful in this industry.
Dave Juday, Anchor/Reporter	6/19/13	Lyons Township High School	LaGrange, IL	Guest speaker at the school's Radio Summer Class. He shared his insights into the sports broadcasting industry and advised the students on how to pursue a career as an anchor/reporter.

5. **Mentoring Program** – WMVP On Air Host/Anchor, Sarah Spain, started an espnW mentor program with local broadcasters, coaches and athletes to help educate, inform, and guide female students on the South Side of Chicago who are interested in sports and/or careers in sports. Sarah worked with several local groups and schools that provided the mentees. She selected industry colleagues as mentors, paired the female students with those mentors, oversaw the interactions, and planned and organized events for the program. The final event of this mentoring program is a group outing to a Chicago Sky women's basketball game, funded by espnW. The mentoring program ran April-July 2013.
6. **Corporate Connector Program** – WMVP Account Executive, Tim Weaver, represents the station in DePaul University's Corporate Connector Program, which allows students and alumni to connect with professional alumni in industries that are of interest to them. Students and alumni who would like to pursue a career in radio broadcasting or broadcasting, in general, can contact Tim for advice, guidance, or insight into the industry. During the reporting period, three (3) people who were interested in a career in broadcasting contacted Tim.



7. **Training Program** – ESPN offers staff a schedule of open enrollment LEARN classes that are tools for career development, enabling employees to acquire skills to help them perform their roles or to qualify for higher-level positions. Three (3) WMVP Account Executives, as well as two (2) ESPN Radio local digital employees who share the WMVP offices, attended the Critical Thinking, Strategic Networking and/or Personal Branding classes held on May 22 and May 23, 2013 in Chicago, on company time and at company expense.

## **V. OUTREACH TO COMMUNITY ORGANIZATIONS AND SELF-ASSESSMENT**

In compliance with the FCC's EEO rules and as part of a continuing long-term effort to expand and enhance its recruitment sources, WMVP has made the following efforts to inform qualifying groups how they can be placed on the stations' mailing lists to learn of future vacancies:

1. **Internet** – WMVP's website has, throughout the reporting year, included an invitation for organizations wishing to be informed of job openings to be placed on the station's job vacancy mailing list. The website includes a form letter that interested organizations can print, complete, and mail, e-mail, or fax back to WMVP to accomplish this. One (1) organization contacted the station during the reporting period, asking to be added to the mailing list, as a result of seeing this form on WMVP's website. The list was then amended to include this additional organization.
2. **On-Air Announcements** – During the reporting period, WMVP aired multiple announcements per week stating that the station is an equal opportunity employer and that any organization wishing to be placed on the mailing list to learn of future job vacancies can contact the station. No organizations contacted WMVP during the reporting period as a result of these on-air announcements.
3. **Individual Outreach** – During this reporting period, WMVP reached out personally to almost seventy (70) organizations, including minority and women organizations, via phone, e-mail, and fax, informing them that they could remain on or be added to the company's mailing lists for job vacancies. Forty-six (46) organizations responded positively to our outreach. This resulted in a more concise, updated local organization mailing list for WMVP.

WMVP continually reviews its recruitment methods to ensure that it is receiving qualified applicants from a wide array of sources. WMVP will also continue to strive to update, refine, and expand its mailing lists through further efforts like these in the months and years ahead and to use the improved mailing lists for virtually all full-time job openings.